

American Football Franchise Automates Fan Engagement Across Channels to Boost Ticket Sales and Increase Revenue

Overview

An American football franchise, despite having a high fan following on social media, was not seeing that translating to ticket sales on game days. They were plagued by unsold seats at stadiums which led to the franchise not meeting its revenue objectives. Tech Mahindra sports-tech vertical worked with the client to automate their fan engagement process with a "single source of truth" for optimized fan segmentation focusing on engaging with fans via the right channel, at the right time, and with the right message. The solution helped the American football franchise boost marketing activities with less manual effort leading to greater fan engagement and higher ticket sales.

Client Background and Challenge

The client is a professional American football franchise in the USA. They compete in the National Football League (NFL) as a member club of the American Football Conference (AFC).

Despite having a huge fan following on social media, the franchise was not seeing that translating to enough ticket sales for meeting their revenue objectives. The processes for identifying sales leads were manual, time-intensive, and non-scalable. This was resulting in:

1. Unsold Seats
2. Lost Revenue Opportunity
3. Less Engaged Fans
4. High Sales Commission

In addition, the franchise had multiple disparate tools to manage their mobile app, email, and social media campaigns. This technology spend was not delivering a good return on investment (RoI) as it completely lacked ability to engage the fans with cross-channel campaigns. The franchise relied on several manual steps in the processes of lead management and segmentation of fans for running campaigns. This led to missed engagement with potential ticket buyers and subsequent revenue loss. With too many tools and a lack of integration of data points, each of the channels was viewing the fan differently. This disconnect prevented the franchise from having consistency across all channels with the right message at the right time.

Our Approach and Solution

Approach: The client engaged with Tech Mahindra sports-tech vertical to automate their fan engagement processes and help boost ticket sales. Tech Mahindra Sports Tech pulled the data about fan and ticket purchases in real-time via integration with the franchise's data warehouse. We also drew data on fan activity from the client's website, social media channels, and email campaigns. The data was then curated centrally, aggregated, and used by the client to dynamically segment their fans based on predetermined criteria to automate their fan engagement process.

Solution: With a "single source of truth" on fan engagement, the client now had an accurate, usable, 360° view of their fans and how to best segment for optimal personalization and engagement. We built a customizable dashboard that gave visibility into each channel's performance and got immediate feedback on campaign results for fan engagement. With a focus on engaging with fans via the right channel, at the right time, and with the right message, the client had now moved towards a centralized fan engagement automation solution, transforming how they operate, engaging with fans during the entire game day, and driving multiple revenue streams. We identified and automated over 20 distinct fan engagement journeys, leading to the increased usage of the app by the franchise's 1.2 million fan base.



Business and Community Impact



Reduced manual effort through automation boosting marketing activities



Higher lead conversion and increased ticket sales



Hyper targeted segments to drive greater fan engagement



Simplified tool stack with 360* visibility of fan engagement channels

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